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THE Bulletin

March 14, 2016

News and information for the Wisconsin newspaper industry

Wis. delegation heads to D.C.

Industry reps. to address overtime, postal issues

Representatives of the Wisconsin newspaper industry will travel to the nation's capital this week to meet with federal lawmakers on Thursday during the National Newspaper Association's Community Newspaper Leadership Summit.

Andrew Johnson, publisher of the Wisconsin Free Press Group and government relations chair for the NNA, will represent the Wisconsin Newspaper Association in Washington D.C. along with Julia Hunter, WNA member services director; James Debilzen, WNA communications director; and Natalie Howell, a junior at the University of Wisconsin-River Falls, who was selected to participate in the NNA's News Fellows program.

Among the issues NNA members will tackle with their Congressional representatives:

- A continuing threat to deprive advertisers of the ability to deduct expenses on their taxes.

- The imminent possibility of further-reduced U.S. Postal Service standards. A paralyzed Congress has been unable for

the past six years to find a postal reform bill it likes—a goal it may finally be able to accomplish this year.

- A new Freedom of Information Act bill that could bolster powers of the Office of Government Information Services, which acts as an ombudsman for reporters seeking federal records. (See front page for related story)

- The looming new regulations under the Fair Labor Standards Act, which will impose upon newsrooms the burden of covering the news with smaller staffs and inflexible work weeks.

Last fall, the Obama administration announced its intent to sweep 10 million more workers into overtime pay eligibility by dramatically escalating the threshold salaried executives must earn to be counted as exempt under the Fair Labor Standards Act. NNA surveys indicated few newsrooms would remain untouched by



Andrew Johnson

the new rules.

To avoid job loss, NNA has called for more gradual escalation in the salary levels. NNA also has pointed out that if newsrooms could use compensatory time the way state and federal agencies do, employers could give news staff more flexibility to cover news and take time off later. But the FLSA prohibits that flexibility.

Summit attendees also will continue to battle against the temptation to fund federal program favorites by taxing advertising—a proposal that surfaced in the 113th Congress and remains temptingly on the revenue-raising list of tax writers in Congress.

As publishers visit Congress, the NNA Foundation will host News Fellows, supported by state press associations. The Fellows engage in an intense week of briefings and newsgathering on a high-profile topic. They return home to write a national story with a local angle. This year's theme is: "Terrorism: a War of Arms or a War of Ideas."

Howell's participation in the News Fel-

See **D.C.**, Page 3

FOIA bill may get a vote

A coalition of media groups last week urged every U.S. senator to support legislation that establishes a presumption of openness in law, encourages agencies to use public-friendly technology, and makes other changes to the way agencies respond to requests for information from the public.

The Sunshine in Government Initiative sent a letter to every senator encouraging support for legislation that would improve the way federal agencies respond to Freedom of Information Act requests.

"These changes would

See **FOIA**, Page 3

Gov. orders agencies to do better on open records

Gov. Scott Walker issued Executive Order #189 on Friday ahead of the start of Sunshine Week to promote open and transparent government through the implementation of standardized response processes and to publicly track agency performance to open records requests.



Scott Walker

The executive order directs all state agencies to implement standardized best practices in the processing of public records requests, as well as new "Agency Performance Dashboards" to enable citizens to track state agencies' performance in their key program areas. This will focus on implementing standard response times for small, straightforward requests; requiring more up-front clarity as to the costs of requests; and requiring public records training for all state employees.

"We're happy to see the governor is bringing attention to the very important issue of government transparency," said Beth Bennett, executive director of the Wisconsin Newspaper Association. "It is the WNA's hope that government leaders statewide will welcome the directives of Gov. Walker's executive order and embrace a renewed spirit of openness during Sunshine Week and beyond."

Since Walker took office, his office has released more than 6 million pages of records and received 841 public records requests.

"We continue to look for ways to better serve the people of Wisconsin," Walker said in a press release. "By implementing these new initiatives, our citizens will have access to government services and processes far beyond what any previous administration has offered."

Students, partners sought for internships

The Wisconsin Newspaper Association Foundation is accepting applications from students interested in participating in the 2016 WNAF Internship Program until April 1.

Up to eight interns will be placed at WNA-member newspapers across the state during the summer of 2016. Schedules will vary based on the newspapers' needs, but interns will earn approximately \$3,200 for an eight-week, full-time internship.

Internships will be awarded to students enrolled in accredited colleges and universities and interested in reporting, editing, advertising, marketing, photography or other newspaper roles. Three of the eight potential internship spots will be awarded to students interested specifically in advertising and/or design. Consideration will be given to students who show professional promise and interest in a career in newspapers.

Students are asked to submit a completed application along with a short essay about their personal philo-



File photo

WNA Past President Carol O'Leary (left) and WNA Foundation President Kris O'Leary (right) honored WNA Foundation intern Nate Beck during the 2014 WNA/AP Convention and Trade Show.

ophy of journalism's role in society, published work samples and letters of recommendation to support their application.

Please contact Member Services Director Julia Hunter at Julia.Hunter@WNAnews.com or 608-283-7622 with any questions.

Member News

Wisconsin FOIC names 'Opee' winners

Annual awards honor the best and worst in government openness

Wisconsin's Republican attorney general and a key GOP lawmaker are among the recipients, good and bad, of the 2015-16 Openness Awards, or Opees, bestowed annually by the Wisconsin Freedom of Information Council.

The awards, announced in advance of national [Sunshine Week](http://sunshineweek.org) (sunshineweek.org), March 13-19, recognize extraordinary achievement in the cause of open government. It is the tenth consecutive year that the awards have been given.

"In 2015, we saw shocking attacks on the state's traditions of open government," said Bill Lueders, council president. "And while we are pleased to be able to recognize a few heroes, it is profoundly dismaying that we had so many zeroes to

consider in rating assaults on transparency."

Besides a cowardly attempt by lawmakers to [gut](#) the state's open records law in early July, lawmakers acted to [reduce transparency](#) in campaign finance reports and Gov. Scott Walker's administration embraced [extra-legal interpretations](#) of statutory language to justify shutting down records access.

"If not for the loud and clear opposition of Wisconsin residents from across the political spectrum, we would have lost much more ground than we did," said Lueders, noting the changes forced by [public reaction to the July proposals](#) and to a new, immediately abused [change in the definition](#) of "transitory records."

The Wisconsin Freedom of Information Council is a nonpartisan group that seeks to promote open government. It consists of about two dozen members representing media and other public interests.

Sponsoring organizations include the Wisconsin Newspaper Association, Wisconsin Broadcasters Association, Wisconsin Associated Press, Wisconsin News Photographers and the Madison Chapter of the Society of Professional Journalists.

The winners will be invited to receive their awards at the sixth annual Wisconsin Watchdog Awards Dinner in Madison on Wednesday, April 20. The event is presented jointly by the [Wisconsin Center for Investigative Journalism](#), [Wisconsin Freedom of Information Council](#) and the [Madison Pro Chapter of the Society of Professional Journalists](#).

Awards are being given this year to institutions and individuals in six categories. The winners are:

■ **Political Openness Award ("Popee"):** Brad Schimel. Wisconsin's Republican attorney general offered [strong public opposition](#) to the Legislature's attack on the open records law, and helped affirm the

value of open government at a [summit](#) he organized. Schimel's new Office of Open Government has also led by example in [setting out to improve](#) its response time to records requests. The Council doesn't agree with the AG on everything, but is pleased with how seriously he takes his statutory role to interpret and enforce the state's openness laws.

■ **Media Openness Award ("Mopee"):** George Stanley and the Milwaukee Journal Sentinel. When state lawmakers launched their sneak attack on the state's open records law, the Milwaukee Journal Sentinel and its editor clicked into high gear, including a front-page editorial that



Brad Schimel



George Stanley

helped force legislative leaders to back down, followed by aggressive reporting to uncover who was responsible for this proposal. Stanley and his staff, including

editorial page editor David Haynes and associate editor Ernst-Ulrich Franzen, remained strong advocates for open government throughout the year, beating back other threats.

■ **Citizen Openness Award ("Copee"):** Sheila Plotkin. This McFarland resident undertook a huge open records project. She has battled with lawmakers who voted to dismantle the Government Accountability Board and

See **OPEES**, Page 4

Keeping public records public

Across the country this week, communities are celebrating Sunshine week—a time when we recognize the power of public records and the impact they have on individual lives.

Over the past year in Wisconsin, there have been several proposals in Madison to limit citizen access to public records. The Milwaukee Press Club looks in depth at this topic at its next Behind the Headlines event.

Our government is founded upon principles of open and transparent government. Join us, as journalists dig into this issue. Learn more about the current state of access to government meetings, files and records and proposed changes to open records laws in Wisconsin.

What: Three different representatives of this debate will face a panel of journalists to talk about current laws governing open records and proposed changes to these laws.

When: Thursday, March 17 from 11:30 a.m. to 1:30 p.m., lunch included (details below).

Where: The Lake Express High-Speed Ferry Terminal, 2330 S. Lincoln Memorial Drive in Milwaukee. Free parking is available at the terminal.

The event is open to the public.

The perspectives on the topic panel will be represented by (listed alphabetically):

■ Matt Rothschild, Exec-



utive Director, Wisconsin Democracy Campaign

■ Attorney General Brad Schimel, State of Wisconsin

■ Orville Seymer, Field Operations Director, Citizens for Responsible Government

■ Robert J. Dreps, Media Attorney & Member of Wisconsin Freedom of Information Council

The speakers will answer questions from the media panel. Audience questions will follow.

Cost and Registration:

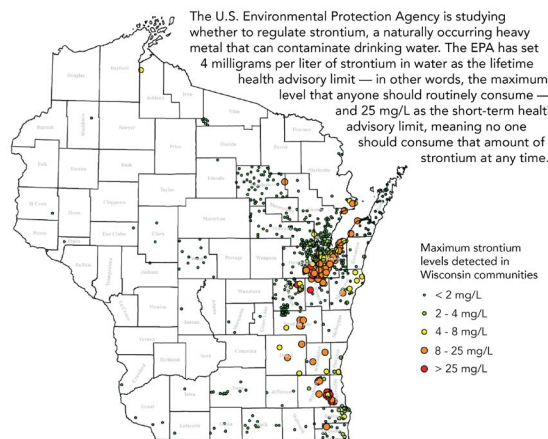
The cost to attend is \$20 for MPC members, \$25 for non-members. Lunch is included. Seating will be limited. Advanced registration and payment are required and may be done online at www.milwaukeeclub.org. Checks may be mailed to the MPC at PO Box 176, North Prairie, WI 53153-0176.

Cancellations will be accepted up to 48 hours in advance for a full refund. Please contact Joette Richards at the Milwaukee Press Club with any questions at joette@milwaukeeclub.org or call 262-894-2224.

Free Content

This weekly free content, accessible at <http://tinyurl.com/WNAfreecontent>, is available for use at no cost to WNA members.

Drinking water wells in Wisconsin show high strontium levels



Source: John Luczaj and Kevin Masarik, Groundwater Quantity and Quality Issues in a Water-Rich Region: Examples from Wisconsin, USA, Resources, 2015. Map: Katie Kowalski and Haley Henschel, Wisconsin Center for Investigative Journalism.



PRODUCED BY THE WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

The Wisconsin Center for Investigative Journalism has made available the latest installment in its series, *Failure at the Faucet*, examining threats to drinking water across Wisconsin.

This story explores the presence of strontium, a little-studied heavy metal that has shown up in eastern Wisconsin's drinking water at among the highest concentrations in the country. The U.S. Environmental Protection Agency is studying whether to begin regulating the naturally occurring element, which may cause bone and tooth problems in infants and young children.

In this package, WCJ is offering a 2,000-word full version, a 1,500-word condensed version and a 290-word sidebar on how homeowners can investigate and improve the quality of their drinking water. WCJ also are offering a series box describing the project.

Lead writer on the package is former University of

Wisconsin-Madison journalism student Jane Roberts with assistance from UW-Madison graduate journalism student Silke Schmidt and the Center's managing editor, Dee J. Hall.

This week's **Discover Wisconsin** column highlights four outstanding breweries that officially offer "Something Special from Wisconsin." They include New Glarus Brewing Company; Sprecher Brewing Company, Glendale; Valkyrie Brewing Company, Barron County; and Wisconsin Dells Brewing Company.



Matt Pommer

In his State Capitol Newsletter, WNA columnist **Matt Pommer** discusses the legacy of the late Kirby Hendree, a state Senator from 1957-1961 and later a prominent lobbyist, who died earlier this month at the age of 92. Hendree was known as a man of high integrity, honesty and wit. Pommer, known as the "dean" of State Capitol correspondents, has covered government action

in Madison for 35 years, including the actions of eight governors – Warren Knowles, Pat Lucey, Martin Schreiber, Lee Dreyfus, Tony Earl, Tommy Thompson, Scott McCallum and Jim Doyle.



WISTAX Facts looks at the rise of violent crimes in Wisconsin since 2000, though the state's rate remains significantly below the national violent crime rate.

Member News

WNA-Sponsored Training

Building Your Graduation Pages

Thursday, March 24 | 1-2 p.m.: Are you spending DAYS putting together your graduation edition? Are you manually placing hundreds of photos and copying and pasting text just to realize at the last minute that someone was left out and you have to rebuild part of the section? Learn how InDesign's built-in Data Merge can help you build those sections in minutes, not hours or days. This one-hour session will change the way you build special sections as well as car ads, real estate ads, direct mail pieces and more. Register here: <http://www.onlinemediacampus.com/2016/02/building-graduation-pages/>

Growing Your Digital Audience

Friday, March 25 | 1-2 p.m.: Presented in partnership with GateHouse Media. Are you having trouble growing your online audience? In this webinar, learn how two newsrooms grew their audience month over month during an experiment that combined analytics, social media, SEO and more. GateHouse Media's Penny Riordan and Carlene Cox will share best practices and a system for tracking growth while also discussing the strategy and sharing why it was effective for the newspapers. Register here: <http://www.onlinemediacampus.com/2016/02/growing-digital-audience/>

Train the Trainer: Creating Top-Notch Training Materials

Friday, April 8 | 1-2 p.m.: Sales managers rarely have time to develop top-notch training materials. They are busy selling, managing and marketing. Training often gets pushed aside. The Local Media Association has developed a 14-week turnkey package that will arm sales managers with templates, presentation materials, guided conversation points, individual/group exercises, suggested management follow-up, coaching and feedback opportunities. Each of the 14 modules is perfect for a one-hour sales training program every week. This webinar will give you an overview of all the materials included in the program and guide you through implementation of the program. All participants in this session will receive electronic versions of the materials needed to easily launch the program. Register here: <http://www.onlinemediacampus.com/2016/03/train-the-trainer/>

Best Breakouts for Daily Reporting

Friday, April 22 | 1-2 p.m.: Presented in partnership with GateHouse Media. Whether you're using them to share data and statistics or to provide background on a story, making use of breakouts can help trim your stories and provide a better experience for your readers. In this session, we'll cover a rundown of effective breakouts and tips on how to implement them into your everyday reporting. Register here: <http://www.onlinemediacampus.com/2016/03/breakouts-daily-reporting/>

ConnectWI shines spotlight on transparency

Sunshine Week 2016 is a time to highlight the important of easy access to online information on local public officials and open meetings. The Wisconsin Women's Council, in partnership with the Wisconsin Newspaper Association and the Wisconsin Broadcaster's Association, launched ConnectWI to recognize units of Wisconsin local government that provide easy access to information on public officials and public meetings through their official websites.

"The Women's Council works to empower women as their own agents of change - at home, at work, in the community," said Christine Lindbury, executive director of the Women's Council. "When that change involves interacting with government, or seeking government office, access to practical, timely information on elected officials and their activities is vital - and a simple thing for local governments to do."

ConnectWI recognition is open to county, city, village, town and school district websites that meet criteria aimed at promoting transparency, including that there be a link devoted to the governing body on the website's homepage; the name, title and contact information of governing body members; meeting calendars that include board and committee meeting dates; access to board and committee agendas and minutes; and list

See **CONNECTWI**, Page 6

D.C.

Continued from front page
lows program is sponsored by the WNA Foundation.

The event will conclude with a dinner at the National Press Club, where college editors and mentors participating in the NNA Foundation News Fellows program will be guests.

Lucy Dalglish, a nationally-recognized First Amendment advocate and lawyer who is currently dean of the Philip Merrill College of Journalism at the University of Maryland, will be the keynote speaker at the National Press Club on Thursday evening. Dalglish served as executive director of the Reporters Committee for Freedom of the Press from 2000 to 2012.

In addition to the summit, Johnson and WNA staff will attend a printers' workshop on Wednesday at the U.S. Postal Service Headquarters in Washington. The event will focus on mail preparation techniques to help newspapers improve on-time delivery of the mail. The educational program is one of many steps NNA is taking to address an outbreak of subscriber complaints.

Attendees will dig into the details of creating bundles and containers, targeting critical entry times so newspapers do not miss transportation opportunities and utilizing new U.S. Postal Service service hubs. NNA will unravel some of the complexity surrounding electronic documentation and Full-Service Intelligent Mail barcode (IMb).

About The Bulletin

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FOIA

Continued from front page

help ensure the government discloses information the way Congress intended a half century ago when Congress enacted the original Freedom of Information Act," said Rick Blum, director of the Sunshine in Government Initiative. The coalition is composed of newspaper, media and journalist groups.

Citing the approaching 50th anniversary of the enactment of the federal FOIA on July 4, 1966, the coalition wrote, "now is the time for Congress to enact improvements to FOIA that will enhance government transparency and accountability."

Despite long wait times, high fees to deter requests, and procedural hurdles, journalists have relied on FOIA for stories that show, for example, the slow government response to the water crisis in Flint, Mich., historically low prosecution

rates for white collar crime, and whether the government found any parmesan cheese in food sold as parmesan cheese (It didn't.) FOIA was also critical to uncovering the long wait times and delays that veterans face obtaining benefits.

The bipartisan group of senators completing work on the measure (S. 337) carries considerable clout in the Senate. The bill's sponsors include Chuck Grassley (R-IA) and Patrick Leahy (D-VT), the chair and ranking Democrat of the Senate Judiciary Committee, respectively, and John Cornyn (R-TX), another Judiciary Committee member, who is part of the Senate Republican leadership.

The Senate could vote as early as this week, which would coincide with the annual Sunshine Week, the annual effort to appreciate the value and challenges of open government.

S. 337 would write into law the presumption of openness, give the federal FOIA ombudsman the independence that Congress

intended when it established the Office of Government Information Services in 2007 to mediate disputes and recommend ways agencies can improve FOIA operations, and modernize FOIA technology at agencies. The measure also ends the ability of agencies to withhold historical records not otherwise exempt from disclosure that are created 25 years or more prior to a FOIA request solely because disclosure would reveal internal deliberations.

The Senate unanimously approved similar legislation at the end of 2014 but the bill's sponsors could not overcome last-minute fears voiced about the potential impact on agencies that oversee the financial industry to push the legislation over the finish line.

The House of Representatives already passed a very similar bill in January. If the bill passes in the Senate, House and Senate negotiators would have to work out differences before sending the legislation to the president for his signature.

Member News

Among Friends



Kewaskum Statesman

The Kewaskum Statesman began full-time, regular office hours on Friday, March 11, which coincided with a public grand opening celebration. Area residents were invited to stop by the office at 1032 Fond du Lac Ave. in Kewaskum between the hours of 3–6 p.m. Pictured here, from left, are: Andrew Johnson, publisher; Andrea Hansen Abler, editor; Anne Trautner, journalist; Tracy Dieckman, advertising consultant; and Stacy Wolf, front desk operations specialist.

Submitted photo

Lake Geneva Regional News

John Halverson is retiring as the Lake Geneva Regional News general manager and editor Rob Ireland will move up to general manager while also retaining his role as editor.

As general manager, Ireland will become the public face of the newspaper. He will also be responsible for budgeting the business side of the Regional News. Ireland said he will no longer have a regular beat and his byline will appear less frequently in the newspaper.

In addition to his duties as editor, Ireland covered Walworth County Circuit Court, the county board and county politics. Last year, Halverson, who had been both editor and general manager passed on the editorship to Ireland.

Ireland first started at the Regional News in December 2006 as a reporter.

The Regional News will be hiring a reporter to take over beat news, he said.

Halverson said he's looking forward to retirement. His last day as general manager will be April 22. Although he plans to audit some college courses and will continue to contribute to Regional News pages, Halverson said he wants to take it easy for a while.

The Regional News is owned by United Communications Corp. UCC's corporate headquarters is in Kenosha, and its flagship paper is the Kenosha News.



John Halverson



Rob Ireland

Poynter Institute

Mizell Stewart III, managing director and chief content officer for Journal Media Group, has been named an adjunct faculty member for The Poynter Institute.

Stewart brings the experience of serving as a news executive during a time of industry upheaval to his teaching in Poynter leadership seminars and articles for Poynter's industry-leading news and information website, poynter.org.

Stewart is managing director and chief content officer of Journal Media Group, formed in 2015 with the merger of the newspaper assets of Journal Communications (parent company of the Milwaukee Journal Sentinel) and the E.W. Scripps Company. He leads news content strategy and journalistic excellence with a team of more than 700 journalists in 14 communities throughout the United States, including the Milwaukee Journal Sentinel, The (Memphis) Commercial Appeal, the Naples Daily News and the Ventura County Star.

A four-time Pulitzer Prize juror, Stewart helped lead the team at The Sun Herald in Biloxi, Mississippi that won the 2006 Pulitzer Gold Medal for Public Service for coverage of Hurricane Katrina. He is currently vice president of the American Society of News Editors, the nation's largest organization of news industry leaders. He is slated to become president at ASNE's September 2016 convention.

Reedsburg Times-Press

A former newspaper editor and area native has joined the Reedsburg Times-Press as a reporter.

Heather Stanek, who previ-

ously served as digital editor for The Reporter in Fond du Lac, started with the Capital Newspapers publication March 7. She will cover a variety of local news ranging from police incidents and community events to business happenings and government issues.

Stanek worked for The Reporter for nearly 10 years, starting as a government and business reporter and eventually working her way up to digital producer and digital editor. She holds a degree in journalism from Winona State University in Winona, Minn., and has several media accolades including a Wisconsin Newspapers Association first-place award for business writing and a Best of Gannett award for outstanding writing.

Although she has lived in Fond du Lac for many years, Stanek is no stranger to Reedsburg. She grew up on a dairy farm near Hillsboro and Elroy, graduated from Hillsboro High School, showed cattle for several years at the Hillsboro Firemen's Labor Day Celebration, and worked summer jobs in Wisconsin Dells while attending college. She has numerous relatives scattered throughout the region, with her immediate family living in Union Center.

Wisconsin Center for Investigative Journalism

Coburn Dukehart, an award-winning multimedia editor and producer with 16 years of experience at national news organizations, has joined the staff of the Wisconsin Center for Investigative Journalism as digital and multimedia director.

Dukehart's role includes directing the visual strategy for the Center, creating visual and audio content, managing



Coburn Dukehart



Heather Stanek

digital assets and training student and professional journalists.

She was most recently a senior photo editor at National Geographic, where she managed and wrote for the

Proof blog, which showcases international documentary projects. Dukehart's previous experience includes leadership in NPR's multimedia department, as well as photo editing roles at USA Today and The Washington Post.

Dukehart received a bachelor's degree in journalism and English from the University of Wisconsin-Madison in 1997. In fact, the Center's office in the School of Journalism and Mass Communication in Vilas Communication Hall faces Sellery Hall, where Dukehart lived as a freshman.

She holds a master's degree in photojournalism from the University of Missouri-Columbia.

Wisconsin State Journal

Editor & Publisher, a newspaper industry trade magazine, has recognized the Wisconsin State Journal in its annual issue that highlights 10 newspapers across the country, "That Do It Right."

The accolades come from the newspaper's marketing partnership with the UW-Madison Athletic Department.

From the newspaper side, State Journal photographs enhance the football and basketball game-day experience for fans as photos taken at the game by newspaper photographers are displayed during the game on the main scoreboards.

Meanwhile, the university's athletic department creates content independent of the newspaper that is used for marketing and promotion purposes in the State Journal and on Madison.com.

OPEES

Continued from Page 2

hike political spending while decreasing transparency in a new campaign finance law to release the input they received from citizens on these issues. The results—showing that lawmakers disregarded the overwhelming weight of this input—are posted online, at we-the-irrelevant.org.

■ **Open Records Scoop of the Year: ("Scoop"):** Greg Neumann, WKOW-TV. This was a banner year for stories based on records, including the Wisconsin State Journal's reporting on bad state economic development loans, the Milwaukee Journal Sentinel's uncovering of abuse allegations at a juvenile prison, and the Center for Media and Democracy's discovery of changes to the "Wisconsin Idea." But top honors go to this Madison television station for exposing how Walker administration officials and others used personal email accounts to conduct official business, contrary to public assurances.

■ **Whistleblower of the Year ("Whoopie"):** Molly Regan. This former state employee quit her job when her concerns about questionable practices at the Wisconsin Economic Development Corp. were not, she believed, taken seriously. And she did not stay quiet about it, talking to The Progressive magazine and providing critical information that formed the basis for the Wisconsin State Journal's story on how top state officials had pushed for a failed \$500,000 loan to a struggling Milwaukee construction company, spurring new safeguards on how agency dollars are spent.

■ **No Friend of Openness ("Nopee"):** Robin Vos. Plenty of people deserve blame over the mid-summer attack on open records. Gov. Walker's staff helped with the drafting and all 12 Republican members of the Joint Finance Committee voted for the changes after strenuous objections were raised by committee Democrats. But Assembly Speaker Vos was the main architect and subsequently sought a bill to exempt the Legislature from the records law. Vos also authored a bill amendment to end the longstanding requirement that significant donors to political campaigns reveal where they work, bringing darkness where once there was light. He was the worst of the worst in an abnormally bad year.



Greg Neumann



Robin Vos

Columnists

Guest Opinion

Celebrating Sunshine Week in Wisconsin

By Brad Schimel
Wisconsin Attorney General

March 13 begins a week-long national initiative to promote and encourage openness in government and freedom of information. Sunshine Week is an opportunity for us all to celebrate Wisconsin's proud history of strong public records and open meetings laws.

As attorney general, I take seriously my duty to uphold these laws that are a cornerstone of democracy, which is why I was honored to learn that I will receive the Freedom of Information Council's "Opee" Award for political openness. The award recognizes "extraordinary achievement in the cause of open govern-

ment."

Aside from my statutory obligation to interpret and enforce the state's public records and open meetings laws, I have committed Department of Justice resources to lead on a number of initiatives to let the sun shine on state government. While resources at the Wisconsin DOJ are finite, we have made great strides in giving the public greater access to their government.

In June, we opened the doors



Brad Schimel

to the Wisconsin DOJ Office of Open Government. A full-time attorney and two full-time legal assistants staff the agency's newest division and assist citizens and media in answering questions about public records and open meetings, and help mediate disputes whenever possible.

The Office of Open Government led an internal review of our own public records practices and overhauled the process to ensure public records requests are processed promptly and transparently, dramatically reducing the average response time in 2015 while the number of requests also dramatically increased. Just last week, the Office of Open Government published

an updated fee schedule that more accurately reflects the actual cost of retrieving electronic records and will reduce fees in many cases. The revised fee schedule makes the basis for fees clearer and will continue shining light on our processes and procedures.

In July, we hosted the attorney general's first annual Open Government Summit, with the acknowledgment among many in the public and media that Wisconsin's open meetings and public records laws are outdated. Our state's open government laws were written before technology changed the way public bodies conduct business and the current law leaves many unanswered questions about the limits of open

government.

This gathering of more than 200 stakeholders, from media representatives, to citizen watchdog groups to government records custodians, started the lengthy conversation about reforming and updating our open government laws. We continue this important dialogue with public officials, media representatives, and citizens and look forward to hosting future meetings and discussions.

I am proud of the steps the Wisconsin Department of Justice has taken over the last year to make government more transparent and I will continue to fulfill my promise to let the sun shine on state government.

Free Member Exchange

REPORTER – The River Valley Media Group has an opening for a full-time community journalist. This position would be based out of La Crosse and would cover everything from features and profiles, government meetings and breaking news. Stories and photos would be published online and in several of our newspapers, including the Houston County News in La Crosse, Minn., the Coulee News in West Salem, the Onalaska-Holmen Courier-Life, the La Crosse Tribune and the Winona Daily News in Winona, Minn. The ideal candidate should be comfortable whether writing a feature story, covering a meeting, covering high school sports, taking photographs, interviewing community members and dignitaries. Experience with digital-first reporting using online platforms to break news, promoting your work with social media and telling stories in alternative forms is essential. La Crosse is Wisconsin's largest city on the Mississippi River. Our area is blessed with outdoor recreational opportunities and a vibrant arts scene. Previous reporting experience is preferred, but outstanding college graduates are welcome to apply. The Tribune is a Lee Enterprises paper and offers competitive salary and benefits. This journalist will be required to work afternoons and evenings. It's also essential the journalist provide their own transportation and have a good driving record. For consideration, please complete our online application at www.rivervalleynewspapers.com/workhere. Applications should include a resume, cover letter and 3-5 clips of your work. Equal Opportunity Employer. (0404)

REGIONAL EDITOR – The RiverTown Multimedia group is looking to hire two regional editors. The regional editors will be responsible for planning, coordinating and assisting local

editors in directing newsroom activities at multiple properties. Rivertown Multimedia is a group of community news organizations based in western Wisconsin and southeastern Minnesota. Wisconsin properties include New Richmond, Hudson, Ellsworth and River Falls. Minnesota properties include Hastings, Red Wing, Woodbury, Farmington/Rosemount and Cottage Grove. The qualified candidates will supervise employees within the news departments, establish schedules, interview, hire, train, conduct performance reviews and provide training. Regional editors will assist local editors in planning news coverage and making decisions about what will be printed or posted online. They will direct major breaking news stories and work on regional content that can be shared across multiple RiverTown Multimedia properties, specifically in-depth enterprise reporting. **EDUCATION AND EXPERIENCE:** A bachelor's degree in journalism, mass communications or a related field is preferred. Candidates should have newsroom and editing experience. They should also have five years of experience in a newsroom setting or equivalent combination. **KNOWLEDGE, SKILLS AND ABILITIES:** Candidates should have a working knowledge of human resource/supervisory rules and policies, knowledge of AP style and knowledge of Freedom of Information and libel laws. Candidates should have strong organizational and communication skills and have excellent written and verbal skills. They should be able to promote teamwork, cooperation among various properties and have the ability to motivate others. **CERTIFICATES, LICENSES, REGISTRATIONS:** Candidates must possess a valid driver's license and a driving record that is insurable by the company and must carry an acceptable level of vehicle insurance as required by the

company. **APPLICATION DEADLINE:** March 14, 2016. To apply, visit: https://www.appone.com/MainInfoReq.asp?R_ID=1247006. We are committed to providing equal opportunity to individuals with disabilities who are qualified. We will provide reasonable accommodations for employees and applicants with disabilities who are qualified, unless doing so would cause undue hardship. A written request must be given to the Human Resources Director. (0314)

MULTIMEDIA EDITOR – The RiverTown Multimedia group is looking to hire a multimedia editor to join our team of hard-working and talented reporters and editors. Rivertown Multimedia is a group of community news organizations based in western Wisconsin and southeastern Minnesota. Wisconsin properties include New Richmond, Hudson, Ellsworth and River Falls. Minnesota properties include Hastings, Red Wing, Woodbury, Farmington/Rosemount and Cottage Grove. The multimedia editor will edit multimedia projects quickly and accurately, serve as an advocate for multimedia projects and assist in training newsroom staff on the latest in multimedia technology. The multimedia editor will also assist newsrooms at various properties with frequently updating our websites and developing best practices for these posts. The multimedia editor will be a resource for reporters and editors across our group of publications. The right candidate will also be able to help us grow our digital audience and measure that growth. Candidates should have a bachelor's degree in journalism, mass communications or related field, newsroom and editing experience, experience guiding people, managing timelines and meeting deadlines. Experience with

FREE FOR WNA MEMBERS:

There is no charge for WNA members to place ads in the Free Member Exchange.

WNA's Free Member Exchange features "Help Wanted," "Give Away" and "For Sale" ads submitted by WNA member newspapers. The Free Member Exchange is updated frequently and available online on the [Employment page](#) in the Industry Resources section of the WNA website and also distributed through a weekly email, sent to more than 800 subscribers with an interest in the Wisconsin newspaper industry.

Members may submit ads via email to: James.Debilzen@wnanews.com. Member-submitted ads will appear on this page for four weeks and are included when Bulletins are distributed.

WNA members may also list help wanted and internship ads in the Iowa Newspaper Association Bulletin at no cost. Send your ad to jhulbert@innews.com

Ads from non-members are 25¢ per word with a \$50 minimum per month of publication.

Submit your resume

If you are seeking work in the Wisconsin newspaper industry and would like to have your resume included, please:

- E-mail your name, the type of position you're seeking (i.e., editorial, advertising, business, etc.), and your resume in PDF (preferred) or Microsoft Word.
- Include "Resume" in the subject line of your e-mail.

Your resume will remain online for up to three months, unless you request removal sooner.

The Wisconsin Newspaper Association reserves the right to decline resumes, and is not responsible for inaccurate resume information sent by applicants.

Free Member Exchange

EXCHANGE

Continued from Page 5

content management systems and Google Analytics is a requirement. It is preferred that the applicant have experience with HTML and CSS. CERTIFICATES, LICENSES, REGISTRATIONS: Candidates must possess a valid driver's license and a driving record that is insurable by the company and must carry an acceptable level of vehicle insurance as required by the company. APPLICATION DEADLINE: March 14, 2016. To apply, visit: https://www.appone.com/MainInfoReq.asp?R_ID=1247012. We are committed to providing equal opportunity to individuals with disabilities who are qualified. We will provide reasonable accommodations for employees and applicants with disabilities who are qualified, unless doing so would cause undue hardship. A written request must be given to the Human Resources Director. (0314)

REPORTER – Reporter wanted to cover news and sports for southern Wisconsin newspaper. We are an award-winning, family owned, independent weekly newspaper in Edgerton. Edgerton is a beautiful community located near Wisconsin's third largest lake, Lake Koshkonong and along Rock River. Reporter will cover city and township government meetings, the Fire District, police and sheriff reports, general news, assist sports editor with stories and take sports photos. We do investigative journalism. Position available May 1. Starting earlier is OK. Salary compensate with experience. (Range: \$29,000 – 39,000) Qualified candidates send resume or letter of experience and clips to Diane Everson, Publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534. 608-884-3367, email is publisher@edgertonreporter.com. It is fine to send materials by email. (0331)

FREELANCE WRITERS WANTED – We produce The Annual Lakes Edition for summer residents and tourists. We are hiring writers to create interesting stories about Wisconsin: places to visit, interesting experiences and historical features. Qualified writers please contact Diane Everson, publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534. 608-884-3367, publisher@edgertonreporter.com. (0331)

SALES REPRESENTATIVE – Part-time or Full Time sales representative wanted for the Madison area to sell advertising in our Annual Lakes Edition. This publication and digital media targets our summer residents and tourists. Salary, commission and travel stipend. Lucrative opportunity for a

sales professional. Media sales helpful; however, not necessary. Qualified? Contact Diane Everson, publisher, The Edgerton Reporter, 21 North Henry Street, Edgerton, WI 53534. 608-884-3367 publisher@edgertonreporter.com. (0331)

REPORTER – Part-time reporter position open at award-winning community newspaper, 15 miles west of Green Bay, 20 miles north of Appleton, 20-30 hours per week. Position focuses on general assignment reporting, and feature writing. Basic photographic skills are also required. Knowledge of InDesign and Photoshop helpful, but not required. Please email resumes to Ken Hodgden at ken.h@adcommnews.com or mail to Ken Hodgden, Advertiser Community News & Times-Press, Box 100, Seymour, WI 54165. (0329)

DIGITAL MARKETING AGENCY DIRECTOR – Join FenceTalkDigital at an exciting period in its growth. Your role as the Digital Marketing Agency Director is to do what you do best – every day: lead, develop, and inspire the team in all things digital. You will have the opportunity to not only create a vision of growth, strategy, and a successful client base -- you will lead the way. The candidate desired for this opportunity is knowledgeable in digital marketing products and services, and is one who will coach, think creatively, have a track record of successful sales and management, communicate openly and persuasively, and behave as an owner. In addition to leading your team, you will actively prospect and sell Fence Talk Digital products and services. A college degree and/or equivalent successful career track with minimum of five years in advertising, marketing or business and three years of digital marketing is necessary. A valid driver's license is necessary to drive to our divisions and client sites based in Wisconsin, Iowa and Illinois. FenceTalkDigital is a division of employee-owned Woodward Communications, Inc. Our company provides a management culture and financial framework in how we do business. Our compensation package includes insurance, paid time off, retirement, employee stock ownership and much more. To be considered for this opportunity, apply online at www.wcnet.com/careers. Deadline for applications is March 14, 2016. Woodward Communications, Inc. is an equal employment opportunity organization and proud to offer a tobacco-free environment. (0314)

SALES AND MARKETING DIRECTOR: The Free Press in Mankato, MN, a seven-day newspaper with a vibrant web/digital presence, seeks an experienced sales and marketing director. Free Press Media also publishes a

weekly agriculture paper, specialty magazines and hardbound books. This position requires a strong drive to succeed, experience in growing print, digital and magazine sales, strong leadership and communication skills and a leader for our communities. Mankato is a growing community in the river valley of southern Minnesota. If you enjoy four-season outdoor recreation, college sports, strong educational systems and a vibrant economy, this is the place for you. We offer a competitive salary and benefits. Please send your resume, references and salary history to: John T. Elchert, Publisher. The Free Press Media, 418 S. Second St., Mankato, MN 56001. email to jelchert@mankatofreepress.com (0322)

SUMMER INTERN WANTED FOR CENTRAL WISCONSIN WEEKLY – The Waushara Argus located in Wautoma, Wisconsin, is looking for a summer intern to work in our editorial department. This is a paid internship and the intern will get experience in interviewing, writing, photography, layout and design. This is a 40 hour a week position and requires some weekends. Please send resume to: argusmary@wausharaargus.com. (0315)

Seeking Work

Posted December 2015

[Evan Halpou](#) – Reporter/photographer

For Sale

For Sale – Two profitable weekly newspapers in Wisconsin. Owner financing with 10 percent down! Contact the Wisconsin Newspaper Association at james.debilzen@wnanews.com or 608-283-7623 for more information.

For Sale – Two Northwoods weeklies. Asking \$175,000. County seats. Gross sales \$395,000 last year. Net income \$40,000 after owner's salary. Call (715) 622-0543.

CONNECTWI

Continued from Page 3

of committees, with contact information for (at minimum) the committee chair.

Websites that excel beyond the basic criteria—meeting additional conditions—are awarded a gold designation.

To-date, ConnectWI has recognized nine Wisconsin municipalities, most with Gold designations, including the cities of Appleton, Eau Claire, Lodi, Reedsburg, River Falls and Waupaca and the villages of DeForest, Kronenwetter and Weston.

“The public often struggles to find the most basic information about who represents them and how to participate,” said Beth Bennett, executive director of the Wisconsin Newspaper Association. “Hopefully, this program will encourage all levels of government to be more transparent.”

Wisconsin is home to 2,350 local elected bodies, with a combined total of more than 13,000 elected officials.

ConnectWI accepts applications from interested entities and announces periodically through the year.

“It is well worth the time and effort to simplify the digital connection between people and their local governments,” said Michelle Vetterkind, President and CEO of the Wisconsin Broadcasters Association. “Expanding knowledge and information is always a good thing and ConnectWI is a great program to help build this civic bridge.”

ConnectWI is a platform for recognizing excellence in transparency and creating a source for best practices. Done well, web site transparency is a tremendous resource for the media, the public and opens doors for constituents to better know and engage with their public officials. Is your local government connected? Look for the ConnectWI icon on their website.

Interested units of governments can apply for the designation online at womensouncil.wi.gov/ConnectWI.

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